

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

November 12, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Carol Massie, President, McDonald's Restaurants*

*Elizabeth McDonald, Secretary, Los Angeles Film School*

*Duke Gallagher, Treasurer, The Production Group*

*Fabio Conti, Fabiolus Cucina*

*Brian Folb, Paramount Contractors*

*James Haydu, See-LA*

*Harout Markarian, Western Diocese of the Armenian Church*

*Melissa Logan, Amoeba Music*

*Fred Rosenthal, Ametron*

*Katie Seymour, Windsor Communities*

*Mike Smith, Broadreach Capital*

*Arthur Stroyman, Kilroy Realty Corp.*

**Absent**

*Charles Eberly, The Eberly Company*

*Kitty Gordillo, Hollywood Wilshire YMCA*

*Michael Pogorzelski, Academy of Motion Picture Arts and Sciences*

**Consultants**

*Sarah Besley, Executive Director*

*Kerry Morrison, Hollywood Property Owners Alliance*

*Joseph Mariani Jr., Hollywood Property Owners Alliance*

*Devin Strecker, Hollywood Property Owners Alliance*

**Guests**

*Elva Hernandez, Hudson Pacific Properties*

*Keith Ragadio, Robertson Properties Group*

**I. Call To Order**

President Carol Massie called the meeting to order at 4:13 p.m.

**II. Public Comment and Introductions**

Besley introduced, Elva Hernandez to the Board. Hernandez is Vice President, Controller at Hudson Pacific Properties and is currently being interviewed by the Nominating Committee to fill one of two vacant seats.

**III. Approval of Board Minutes**

- A. **Minutes from October 15, 2013:** The board reviewed the minutes from the previous meeting.

**It was moved by Brian Folb, seconded by Fred Rosenthal and CARRIED unanimously to approve the Minutes from the October 15, 2013 meeting.**

#### **IV. Treasurer's Report**

- A. **Approve Treasurer's report ending October 31, 2013:** A reconciliation report, cash flow statement, balance sheets, and a detailed delinquency report were distributed to the board. According to the cash flow statement the BID is scheduled to have about \$108,405 remaining at the end of the year to rollover, with \$50,000 saved for beautification.

**It was moved by Mike Smith, seconded by Brian Folb and CARRIED to approve the Treasurer's Report ending October 31, 2013. The motion carried unanimously.**

- B. **2014 Budget Draft & Annual Planning Report:** Besley thanked Gallagher for his help in obtaining all the financial documents needed for the planning report, which is currently in draft form. The board reviewed the proposed 2014 budget and planning report.

**It was moved by Harout Markarian, seconded by Mike Smith and CARRIED to approve the 2014 Budget and planning report. The motion carried unanimously.**

- C. **Update on LAUSD payment policy:** Besley noted that staff is continuing to challenge the LAUSD's reduced payment policy. Morrison is communicating with CDA and they have conveyed the concern to the Howard Jarvis Taxpayer Association. Morrison reiterated that the policy leads to a "slippery slope," where other government entities, such as Metro and the city, may elect to pay only a portion of their assessment.

#### **V. Committee & Program Reports**

##### **A. Security Committee**

1. **Report from Steve Seyler:** Seyler reported that during this period, the security team had made over 10 arrests, and that contacts and radio calls are up, which he attributes to the team being more visible. He said he was a panelist at the recent Hollywood ED Student Safety Summit along with Morrison. In this period, 22 meetings were attended by members of the security team. He gave a detail of the trainings and incidents from the last period.
2. **LAPD/Metro Video camera upgrade:** Mariani stated that a group took a field trip on November 11<sup>th</sup> to Cal State Dominguez Hills observe a camera system similar to the proposed upgrade. LAPD seems to be on board, and continues to state that the detectives do use the system. Mariani said that the new system is far more advanced than the old one and includes motion sensor capabilities. There will be a meeting tomorrow with Metro to determine next steps and costs. The committee is also looking at the possibility of installing a mesh network which would allow cameras to be moved anywhere, at any time, within the network.

##### **B. Marketing & Communications**

1. **Final Sunset & Dine P/L:** Strecker presented the final Sunset & Dine Profit and Loss statement, showing that the event ended with a surplus of \$4,144.37 which Strecker said will be used to launch the event next year and possibly towards a student filmmaking program. The planning group will be meeting tomorrow to begin preparations for the 2014 event.

**C. Streetscape & Planning Committee**

1. **Report from November 12 meeting:** Besley stated that the committee had a productive meeting earlier in the day. Both Steven Whiddon and Gary Benjamin from CD-13 were in attendance. Detailed notes from the meeting will be available next month.
2. **Report on Maintenance RFP process:** Besley distributed a copy of the maintenance RFP, and stated that this effort is currently the committee's focus. She explained the zones of benefit and how services are apportioned accordingly. There will be a pre-bid conference on November 13<sup>th</sup> and proposals are due November 18<sup>th</sup>. The committee will then interview the top 3 or 4 finalists and make a recommendation to the Board in December.
3. **Green Vine Project:** Besley gave an overview of the Green Vine project which entails planting 55 Jacaranda trees along Vine Street between Santa Monica and Sunset. Staff is working with the Bureau of Sanitation, which offers the installation of trees for free in exchange for watering and maintenance during the establishment period (approx. 1 -2 years). The committee is asking for the board to approve two contracts relating to this project, which Besley reviewed with the board.

**It was moved by Mike Smith, seconded by Katie Seymour and CARRIED to approve the agreement with landscape architect Diane Scanlan for project coordination and specifications, not to exceed \$4,165 from the Beautification Budget. The motion carried unanimously.**

**It was moved by Brian Folb, seconded by Katie Seymour and CARRIED to approve the agreement with Landsco for one year of maintenance and watering, not to exceed \$14,000 from the Beautification Budget. The motion carried unanimously.**

4. **Maintenance Headquarters lease offer:** Mariani reported that we have made an offer of \$1250/month on the former HBT office space on Cherokee to house our maintenance team; we are waiting to hear back from LADOT as they own the space. The BIDs would split the rent with 74% being paid by HED and 26% being paid by Sunset & Vine.
5. **Steam Cleaning courtesy Hollywood Farmers Market:** Haydu thanked the board for their patience and stated that the market has hired Cleanstreet to begin steam cleaning the streets after the market on Sundays. They are beginning Phase 1 in January, on Selma from Cahuenga to Ivar, where the prepared food vendors are located. Previously there was not money in the budget for this, but they were able to find the funds as the organization has been more solvent.

**D. Nominating Committee**

1. **Report from candidate interviews:** Smith reported that he, Logan, and Richard Falzone (Off Vine) met with the four candidates for the board; they will discuss and attempt to come to a decision by Friday. Currently there are three open seats – two vacated by Sassanian and Given and one from Markarian who has elected to take a hiatus for the upcoming term. The committee plans to finalize their decision by the end of the week and mail the slate announcement by November 4<sup>th</sup>.

**VI. New Business**

- A. **Status of statewide coalition to amend state BID law:** Morrison reported that the SVBID already approved a contribution to the statewide coalition that would clarify legislation relative to the definition of special and general benefits. So far, about \$40,000 of the \$64,000 target has been raised.
- B. **Proposed legalization of street vending:** Besley reported on proposed legislation to legalize street vending, as reported on by LA Times (article included in packet). Staff will continue to monitor the item and obtain updates through the BID Consortium.

#### **VII. Old Business**

- A. **Status of city-wide valet ordinance:** Morrison reported that the ordinance will go into effect in a few weeks, which will create new regulations for valet companies to do business in the city of LA – including licensed drivers, background checks, and authorization from a parking lot owner to utilize their space. A meeting was held last week which many companies attended. Each company is required to attend a class to ensure they understand the new rules.

#### **VIII. Staff Reports**

- A. **Insurance renewal:** Besley stated that she and Gallagher are in the process of renewing CHC's general liability, excess liability and D & O insurance policies. She informed the board that there was some concern about an increase in D & O insurance since the HPOA's policy increased more than 114% this year. Due to favorable circumstances, Rick LaRue informed staff that the CHC D & O policy would only increase by \$31.
- B. **"Feast from the Farm" SEE-LA Fundraiser:** Haydu spoke about the upcoming SEE-LA fundraiser being held on November 20 at the Roosevelt Hotel. The organization's mission is providing fresh food access to low income communities and in the past they have depended on grants to fulfill that mission. They have programs to educate students and parents through a series of classes, how to buy and prepare food, how to store it, and how to tell what is in season. SEE-LA serves about 500,000-600,000 people a year. He is asking the board to consider putting together a second table at their inaugural fundraiser.

#### **IX. Next Meeting**

The next meeting is scheduled for December 10, 2013.

#### **X. Adjournment**

The meeting was adjourned at 5:58 p.m.